

wardrobe

PLANNING GUIDE



COLOR, LAYERS & PATTERNS

Examples of how to
style like a pro!

SHOPPING

Linked options to
save brain power.

CHECK LISTS

I've thought for you.
Print out for a
smoother experience.

@JESSKOEHLERPHOTO

HELLO,

Welcome to your wardrobe planning guide!

I'm so glad you're here. During this prep, I'll guide you through considerations so your session feels thoughtful, easier, and true to your family's vibe.

This isn't about perfect poses. It's about connection, personality, and the way your life actually feels right now.

Inside, you'll find inspirations for wardrobe and printable checklists. Take what is useful and disregard the rest. Clients booking a signature session receive additional 1-1 support via text.

From planning to print, I'm here to make this an easier reality for you.

JESS





from digital file to

ARCHIVAL WALL ART

LET'S MAKE IT A VIBE.



IMPORTANT CONSIDERATIONS

LOCATION VIBE

- What kind of space are we creating within? Let's compliment it.
- Example: Don't wear a business button up to the beach, nor a ball gown at home.

LOCATION TONES

- What is our location's foundational color palette?
- Select wardrobe colors that compliment it and you feel confident wearing.

YOUR INTERIOR DESIGN

- When printed, will it compliment the design in your home?
- Choose a palette that best compliments the whole.

AGE-BASED WARDROBE TIPS

FOR BABY



- Keep it simple.
- A diaper with a bloomer or soft onsie work!
- Choose easy on/off pieces for quick changes as needed
- On location? Bring backup options and drool bibs for spills or swaps
- Use a pacifier? Bring your most photogenic one for backup

FOR KIDS



- Comfort comes first. If they feel good, it shows
- Barefoot, unbuttoned, or shirt off keeps things relaxed and real
- If needed, let them choose between 1 to 2 parent-approved options
- Always have a basic backup on hand

FOR EVERYONE



- Intentional style, even if it's super casual.
- If you were to mix colors, I recommend limiting it to 3.
- Build outfits with layers, texture, and movement.
- Mix in subtle patterns or variation rather than large solid color blocks
- Aim for relaxed and lived-in over perfectly polished
- Choose pieces that feel like you, not like a costume
- Don't forget the shoes! (or barefoot with a pedi)



VIEW THE TONES IN A FINAL PRODUCT



CREAMY TONES



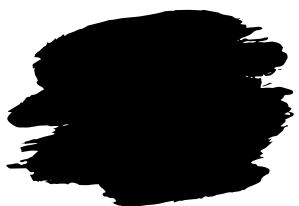
CASUAL BLUES & NEUTRALS



PLAN FOR WHAT COMPLIMENTS YOUR HOME



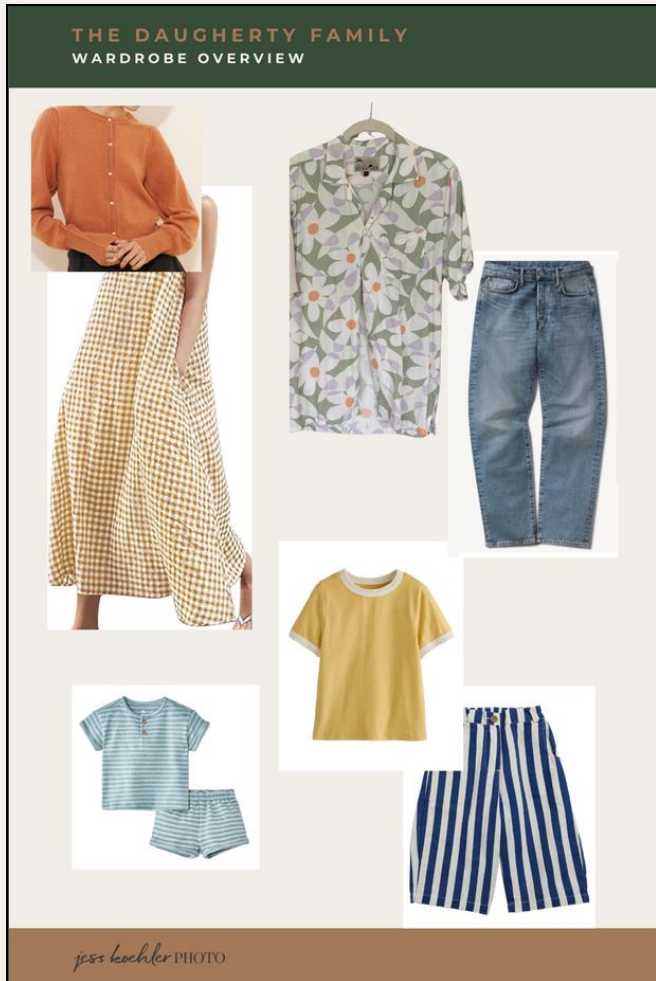
EARTH TONES



CHARCOALS + BLACK



BEFORE & AFTER EXAMPLE



SUGGESTIONS FOR SHOPPING

WOMEN

[Madewell](#)

[DÔEN](#)

[Anthropologie](#)

[Zara](#)

[Nordstrom](#)

[Sézane](#)

[Jenni Kayne](#)

[Rumored](#)

[Spell](#)

[Free People](#)

[Commense Official](#)

[Pink Blush Maternity](#)

[Morning Lavender](#)

[Daughters of India](#)

[Girl With A Serious Dream](#)

[Worth Collective](#)

MEN

[Buck Mason](#)

[Banana Republic](#)

[J.Crew](#)

[Taylor Stitch](#)

[Faherty](#)

[Todd Snyder](#)

BABY & KIDS

[Zara Kids](#)

[Rylee + Cru](#)

[Quincy Mae](#)

[Jamie Kay](#)

[Colored Organics](#)

[The Simple Folk](#)

[Mini Boden](#)

[Minnow](#)

[Bonpoint](#)

[Boho Bebe](#)

[Maisonette](#)

Start within your closet, then fill the gaps!

Need a sounding board? I'm here for those who booked signature sessions.

Lay out your options, take snapshots of the wardrobe, and text them to me!

Please give up to 24 hours for response. 323-301-8839

MIX + MATCH SAMPLE B



CREAMY TONES



CREAMY TONES



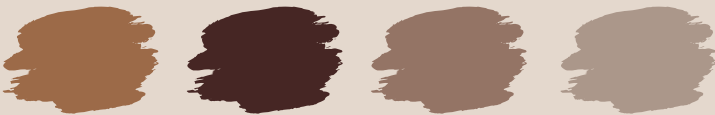
BLUES & GREYS



BLUES & GREYS



BROWN TONES





GREEN TONES



GREEN TONES



BLACK TONES



BLACK TONES



PERMISSION TO ENJOY THE RIDE ON DAY OF SESSION

avoid

Bribing or negotiating during the session

Asking them to “say cheese”

Over-scheduling beforehand
(appointments that drains energy)

Putting pressure on them to behave a certain way

alternative

Let me guide the flow so you can stay connected with your kids

Tell them we’re going to have fun and play together, not “pose”

Keep the plans for the day light and unhurried so everyone arrives regulated

Feed them a full meal before the session and bring snacks & water



3-4 WEEKS BEFORE

- ☐ Agree on a color palette and start with your own closets first.
- ☐ Share this guide with everyone involved so outfits feel cohesive, not identical.
- ☐ Order anything now to avoid rush shipping and stress.
- ☐ Add these prep check-ins to your calendar so nothing sneaks up on you.

1-2 WEEKS BEFORE

- ☐ Try everything on, including shoes and accessories. Check fit, comfort, and movement, especially for little ones.
- ☐ Continue filling in the gaps and narrow down final outfit choices.
- ☐ Make time for washing, dry cleaning, ironing — as needed.
- ☐ Plan for undergarments, socks, shoes, and accessories.

24 HOUR PREP

- ☐ Prep backup layers, snacks, and supplies for ease.
- ☐ Get dressed calmly and a little earlier than you think you need.
- ☐ Trust your prep. You've done the hard part.

HEART FIRST REMINDER

Done is better than perfect. The goal is connection and confidence, not wardrobe perfection.

BOOK ANY BEAUTY APPOINTMENTS NOW

☐

Hair, Brows, Nails, Tanner, Facial, etc.

Avoid booking the day before if they really need 3-5 days to breathe. IYKYK.

Avoid excessive bronzers and shimmery products.

SKIN PREP

☐

Moisturize your face, lips, and body leading up to shoot day. It does make a difference, especially for maternity!

Exfoliate as needed.

Come at your best and camera ready!

SMOOTH LINES

☐

Avoid tight underwear to prevent any unwanted body marks on the day of your session.
For example, nude undergarments for a seamless look.

PROFESSIONAL HAIR & MAKEUP

☐

If enjoying a professional hair and makeup artist, arrive at the studio with clean, dry hair.
If your hair tends to be unruly, consider scheduling a blow-out to tame it beforehand.

ON LOCATION

- ☐ Backup clothing option (for kids)
- ☐ Snacks and water for kids (and a few for adults too)
- ☐ Wipes or small cleanup kit for quick fixes (diaper bag, if that season)
- ☐ Favorite comfort item for little ones, if needed

BEACH SESSIONS

- ☐ Towels for drying off
- ☐ Warm, dry change of clothes for everyone
- ☐ Bag for wet or sandy items
- ☐ Slip on shoes

SEE YOU SOON!



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